

## ORDER



Orders	Order / Rev:	164003
	Alt Order #:	06288135
	Product Desc:	BALDWIN FOR SENATE
	Estimate:	
	Flight Dates:	08/21/12 - 08/27/12
	Original Date / Rev:	08/20/12 / 08/20/12
	Order Type:	GENERAL

	<b>WDJT-TV-LP</b>
<b>Primary AE:</b>	<b>Will Hildebrandt</b>
<b>Sales Office:</b>	<b>HDC</b>
<b>Sales Region:</b>	<b>NAT</b>

Agency	Name:	<u>Shorr Johnson Magnus</u>
	Buying Contact:	<u>Mike D'Ettorre</u>
	Billing Contact:	<u>1831 Chestnut St.</u>
		<u>Philadelphia, PA 19103</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Poli/T Baldwin/D/Sen/WI
	Demographic:	A35+
	Product Codes:	PL Candidate
	Priority:	P-2
	Revenue Codes:	AGY, POL, ISS

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00 \_\_\_\_\_  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	23	\$9,450.00	\$8,032.50
08/27/12	08/27/12	5	\$2,000.00	\$1,700.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	23	\$9,450.00	\$8,032.50	0.00
September 2012	5	\$2,000.00	\$1,700.00	0.00
<b>Totals</b>	<b>28</b>	<b>\$11,450.00</b>	<b>\$9,732.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Will Hildebrandt			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
WDJT-TV-LP	11%	\$11,450.00
Market	100%	\$104,090.91

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	42%	\$43,718.18
WITI	24%	\$24,981.82
WMLW-	1%	\$1,040.91
WPXE	0%	\$0.00
WTMJ	22%	\$22,900.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	08/21/12	08/24/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p -TWTF--	:30	4	\$225.00	P-2	0.00	NM	4	\$900.00
<b>NEWS 5P</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-TWTF--		4		\$225.00		0.00				
E 2	WDJT	08/27/12	08/27/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p 1-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00

Order / Rev: 164003  
 Alt Order #: 06288135  
 Flight Dates: 08/21/12 - 08/27/12

Advertiser: Poli/T Baldwin/D/Sen/WI  
 Product Desc: BALDWIN FOR SENATE  
 Estimate: WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	1-----		1		\$225.00		0.00				
E 3	WDJT	08/25/12	08/25/12	Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				Sat 6p-7p Jep/Wheel										
WHEEL/JEOP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----1-		1		\$250.00		0.00				
E 4	WDJT	08/21/12	08/24/12	Wheel of Fortune 630p-7p	CM	M-F 630p-7p	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
				630p-7p/Wheel										
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-TWTF--		4		\$500.00		0.00				
E 5	WDJT	08/27/12	08/27/12	Wheel of Fortune 630p-7p	CM	M-F 630p-7p	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				630p-7p/Wheel										
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	1-----		1		\$500.00		0.00				
E 6	WDJT	08/21/12	08/24/12	Jeopardy 6p-630p	CM	M-F 6p-630p	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
				6p-630p/Jeopardy										
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-TWTF--		4		\$500.00		0.00				
E 7	WDJT	08/27/12	08/27/12	Jeopardy 6p-630p	CM	M-F 6p-630p	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				6p-630p/Jeopardy										
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	1-----		1		\$500.00		0.00				
E 8	WDJT	08/21/12	08/24/12	Letterman 1035p-1135p	CM	1035p-1135p	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
				Letterman 1035p-1135p										
LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-TWTF--		4		\$175.00		0.00				
E 9	WDJT	08/27/12	08/27/12	Letterman 1035p-1135p	CM	1035p-1135p	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
				Letterman 1035p-1135p										
LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	1-----		1		\$175.00		0.00				
E 10	WDJT	08/21/12	08/26/12	M - SU Late News	CM	10p - 1035p	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
				M-Su 10p-1035p										
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-TWTFSS		6		\$600.00		0.00				
E 11	WDJT	08/27/12	08/27/12	M - SU Late News	CM	10p - 1035p	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				M-Su 10p-1035p										
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	1-----		1		\$600.00		0.00				
												Totals	28	\$11,450.00